

Title:     SYSTEM AND METHOD FOR WEB-BASED DEVELOPMENT  
          AND EXPLOITATION OF INTELLECTUAL PROPERTY

TECHNICAL FIELD

5           The invention relates to the field of IP development and exploitation; more particularly, it relates to system and method for web based development and exploitation of IP.

BACKGROUND OF THE INVENTION

10          Many believe that this is the dawn of an Idea Age, where human creativity in the form of intellectual capital exceeds tangible assets in value. Sensible people everywhere desire to inspire and promote new ideas and new innovation, within schools, within corporations, and around the world. However not every environment fosters creativity, and in fewer is creativity recognized and achievement rewarded.

15          Recently there have been proposals to bring the power of the Internet to the problem of matching up innovation with developers having the objective and the resources to develop and exploit the innovation. It does not appear however that any of the proposals go beyond a kind of primitive dating service paradigm.

DISCLOSURE OF THE INVENTION

20          A system for web based development and exploitation of IP, with an innovator attraction module, a developer attraction module, a registration module, and a match module is disclosed. The registration module is adapted to accept and store dated related to an innovator and the innovator's innovation in an innovation database, and the match module is adapted to match a registered innovation and innovator with a developer having stated requirements and resources for development.

25          A method of web based development and exploitation of IP with the following steps is disclosed:

- a.       attracting a plurality of innovators, each having at least one innovation;

- b. attracting at least one developer, the developer having stated requirements and verifiable resources for development of IP;
- c. registering innovation data related to an innovation in a database on a storage medium connected to an information network;
- 5 d. registering developer data related to the developer's stated requirements and verifiable resources for development of IP in a database on a storage medium connected to the information network;
- e. making innovation data available to a developer and developer data available to at least one innovator.

10 A number of different kinds of users are contemplated for the system and methods disclosed. Users may be innovators or developers; users may also belong to the general public, or specific demographic segment of the public such as youth under 18, or seniors over 55.

15 In preferred embodiments of the invention a web site is contemplated for housing the user interface aspects of the modules disclosed as part of the system, and for effecting the steps of the disclosed methods. This web site, or a plurality of such sites, are anticipated to be owned and/or operated by a variety of interested parties. For example a company develops such a site to foster and encourage and track and reward innovation amongst its own employees and contractors; or an industry segment  
20 jointly effects such a site to encourage innovation within the segment; or a public body such as local, state or federal government, or agencies or departments of such bodies, or institutions of such bodies (libraries and universities) effects an innovation site such as that disclosed. Special interest groups such as environmentalists, global health or ecological concerns, or more local community concerns will also sponsor or operate such  
25 sites. Any given site may be an intranet and relatively closed to access by general public users; or it may be an extranet, or it may be fully open to the entire internet, or anywhere in between, limited only by its owners to effectuate its particular purposes.

Innovators can be attracted to such a site for a number of reasons and in a number of ways. Some desire to be validated in an evaluation and/or reward process;  
30 others wish to learn more about their craft of innovation and about how to more effectively and profitably exploit the fruits of their creativity; still others wish to see and perhaps compare their innovations with the innovations of others, and all come to be encouraged. The preferred site offers evaluation, prize and other financial reward opportunities, invited professional expertise in innovation and exploitation skills and  
35 resources, a database of other innovations, categorized into industries and fields of

creative endeavor, and the like, and by keyword, and such other indicia as will be appreciated by those skilled in the art. But especially, the preferred site offers encouragement to all users who visit.

5 Developers (which is to say all those individuals and companies that bring  
commitment and resources to the task of perfecting, marketing and otherwise  
exploiting IP to mutual profit and global benefit) can also be attracted to such a site  
for a number of reasons and in a number of ways. Some will be attracted to a pool of  
raw innovation ('raw' in the sense that, depending on the origin and sponsorship of the  
particular site of course, most innovators will typically not be pre-tied to a research  
10 institution or corporate research apparatus - except in sites run by just such  
organizations, but as to those innovators, they are typically not pre-tied to any outside  
interests); others to the intrinsic and extrinsic of sponsorship, desiring to build goodwill  
in the community, especially in Community Corner and Kids Corner type sites or  
subsites, as well as to the more tangible benefits of branding and brand identification  
15 to the innovator pool and other users and visitors to the site; others will be attracted  
by the opportunity to run infomercial and other marketing on the site, and still others  
will be eager to have a finger on a grass roots technology pulse.

20 The preferred site offers the pool of raw innovation and eager innovators; it  
provides a variety of opportunities for highly visible sponsorship, from banner ads to  
contest prizes; it provides a platform for infomercialization that is a true win/win by  
educating users as it also markets to them; and the pulse of innovation available by  
searches of the site database will provide valuable background to other data more  
usually watched by technology development executives.

25 The site provides a ready vehicle and means to get ideas registered and  
transformed into searchable and trackable data. Ideas and innovations and their  
related data can preferably be tracked both before and after any match ups with  
developers, and innovation data updates and developer resources and match outcome  
updates can be tracked as well. All innovator users have the option of specifying levels  
of permission for the dissemination and/or sharing of their innovation data. Recurrent  
30 innovator input is encouraged, as is recurrent follow up by developers with their  
innovator prospects, generating in preferred embodiments a kind of interactive and  
iterative feedback between the develop and innovator, all to the positive in further  
developing the innovation and bringing it to successful exploitation. This extra- or  
post- match interaction is preferably tracked as well, and all data tracked is preferably  
35 stored in a database for retrieval and analysis.

Throughout the disclosure, where single databases are referred to, or multiple or connected databases are referred to, it is intended that each shall optionally have the meaning of the other, so that one database may be the equivalent of several others and a network of databases may be the equivalent, for disclosure purposes, of a single database. All matches referred to in the disclosure may be understood to refer to one to one matches, or one to many, or many to one, or many to many, as makes best sense in any particular embodiment.

#### BRIEF DESCRIPTION OF THE DRAWINGS

- Figure 1 is a flowchart of a preferred embodiment.
- Figure 2 is a table of contents for a preferred website.
- Figure 3 is a home page for a preferred website.
- Figure 4 is a Contest page for a preferred website.
- Figure 5 is a Corporate Corner subsite Home for a preferred website.
- Figure 6 is a Top Innovations page for a preferred website.
- Figure 7 is an Industry Hubs page for a preferred website.
- Figure 8 is Semiconductor subpage for a preferred website.
- Figure 9 is a Licensing Hubs page for a preferred website.
- Figure 10 is an Idea Submission page for a preferred website.
- Figure 11 is a Kids Center page for a preferred website.
- Figure 12 is a Best Ideas subpage for a preferred website.
- Figure 13 is a Bike Riders Club subpage for a preferred website.
- Figure 14 is a submission wizard and drawing tool subpage for a preferred website.
- Figure 15 is a Community page for a preferred website.
- Figure 16 is a Life Sciences subpage for a preferred website.
- Figure 17 is a Social Problems subpage for a preferred website.
- Figure 18 is an Inventors page for a preferred website.
- Figure 19 is a Strategic Resources subpage for a preferred website.
- Figure 20 is a Site News and Updates page for a preferred website.
- Figure 21 is a Database Search page for a preferred website.
- Figure 22 is a Registration page for a preferred website.

## BEST MODE OF CARRYING OUT THE INVENTION

In this disclosure, the drawings, containing as they do unusually large amounts of text compared to more conventional patent disclosures, constitute the preferred embodiment for carrying out the inventive intentions of this disclosure. It is presently  
5 believed that the means by which the various schemes herein disclosed, such as programming of web pages, back end databases, networking, internet programming, and the like are all well within the knowledge of those skilled in the computer and internet programming arts, and as such are not required to be recited in this disclosure.

10 In addition, with regard to systems and components above referred to, but not otherwise specified or described in detail herein, the workings and specifications of such systems and components and the manner in which they may be made or assembled or used, both cooperatively with each other and with the other elements of the invention described herein to effect the purposes herein disclosed, are all believed to be well  
15 within the knowledge of those skilled in the art. No concerted attempt to repeat here what is generally known to the artisan has therefore been made.

In compliance with the statute, this disclosure is in language more or less specific as to claimed features. It is to be understood, however, that the invention is not limited to the specific features shown, since the means and construction shown  
20 comprise preferred forms of putting the invention into effect. The invention is, therefore, claimed in any of its forms or modifications within the legitimate and valid scope of the appended claims, appropriately interpreted in accordance with the doctrine of equivalents.